I'm human

Building a story brand worksheet

Building a story brand examples. Brand story worksheet. Building a story brand. Building a story brand summary. Storybrand worksheet. Building a story brand review.

Meet Donald Miller, CEO of StoryBrand and Business Made Simple, author of best-selling books on marketing and business growth. With expertise in helping companies clarify their messaging and grow their businesses, he's worked with top brands like TOMS Shoes and Tempur Sealy. The StoryBrand Framework has revolutionized how businesses communicate with customers by creating a clear and compelling story. The problem is that most businesses waste money on marketing because it ignores most people, causing customers to ignore marketing in return. To fix this, businesses need a messaging framework that resonates with their ideal customers' needs and desires. By understanding the audience's challenges and aspirations, businesses can create a unique value proposition that sets them apart from competitors. This effective strategy positions services as the clear choice for customers' needs, winning both hearts and minds. Before StoryBrand, businesses had no set frameworks or methodologies to harness the power of storytelling. But now, with the framework, businesses at any stage can unlock the benefits of structured storytelling. The issue is that most customers ignore marketing because most marketing ignores the people it's trying to reach. The StoryBrand Framework bridges this gap by connecting brands with real people through compelling, human-centered narratives. At its core, the StoryBrand Framework positions the customer as the hero on a journey, facing challenges and seeking solutions. Your business serves as the guide that leads them to success. Your brand's mission is to become a trusted ally for its audience. This approach, built around seven key components, fosters connections and engagement by aligning your messaging with what matters most to your customers. The StoryBrand framework, created by Donald Miller, brings storytelling expertise to marketing, recognizing that the same elements that make a great story also make a successful marketing strategy. To help you refine your brand's message, let's review the seven principles of the StoryBrand framework: 1. A Character: Identify the customer's desire. 2. Has a Problem: Address the problems faced by your customers. 3. And Meets a Guide: Present your brand as a guide that helps solve these problems. 4. Who Gives Them a Plan: Outline the plan or process to achieve success. 5. And Calls Them to Action: Create a compelling call to action. 6. That Helps Them Avoid Failure: Outline the risks of not taking action. 7. Ends in Success: Describe the successful resolution. By following these principles, you can create a blueprint for connecting with your customers in a way that's authentic, human, and effective. The first principle is crucial: "Who does your customer want to become?" In storytelling, this begins when the character (your customer) wants something. Your job is to clearly understand what your customer aspires to achieve. By doing so, you invite them into a story with a clear direction, increasing engagement and connection with your brand. To uncover what your customers want, ask them directly, be aware of their responses, and analyze review sites from your competitors to capture the voice of your ideal clients. Conducting customer interviews or surveys can also provide valuable insights. Customers usually only desire one main thing. To simplify this, focus on what your customers want in a clear and straightforward manner. Use language that's easy to understand, similar to explaining something to a third-grader. Avoid making customers exert too much mental effort by ensuring the information is not overly complicated. If they need to ask "what does that mean?" it might be too complex. Examples of what customers might want include: - A business looking for quality leads - Someone seeking a new website for their business or personal needs - Another individual in need of reliable internet for their home office However, your business may have multiple clients with different needs. Look for an overarching idea that ties everything together. For instance, Creativeo offers various services but falls under the umbrella of increasing ROI through marketing efforts. Principle 2 is about understanding customers' external, internal, and philosophical problems. - External: The physical obstacle preventing them from achieving their goal - Internal: The emotional struggle they face due to the external problem - Philosophical: The underlying injustice or frustration they experience To uncover these issues: 1. Identify what problem your customer is facing that you can solve. 2. Consider how this problem makes them feel. 3. Determine how you would explain why this situation is "just plain wrong" for your customers. This approach helps tailor your service to directly address the problems your customers face, making it more relatable and engaging. Mistakes when using this Principle include identifying too many problems and not connecting the internal and external issues properly. Avoiding such errors requires analyzing problems on different levels. Here are two examples of companies that have successfully applied this principle: [Image: A winery client's example] [Image: Another example from a consultancy group] Clarify Your Path, Not Their Maze Craft a step-by-step plan for your customer's journey with you. This helps dispel doubts and makes doing business feel as natural as a walk in the park. To create an effective plan: 1. **Simplify into steps**: Distill your process down to 3-4 essential steps. 2. **Preparation is key**: Consider what prep work your customer needs before engaging with you. 3. **Unique rhythm**: Understand how your offering differs from others and highlight this in your plan. What makes a CTA button effective? You should know why someone would click on it and what they'll get from doing so. This helps craft a strong message for your call to action (CTA) buttons. Next, consider a transitional CTA – an invitation for people who aren't ready to buy but want more information. This could be offering a free guide, discount codes, or a webinar. The idea is to entice them to give their email address in exchange for something of value. Here are some examples: - Download a Free Guide: "Get started with gourmet cooking by downloading our free '5 Easy Gourmet Recipes' guide." - Schedule a Free Consultation: "Learn how we can boost your business through a free consultation." - Watch a Video Tutorial: "See our software in action with this quick video tutorial." - Join a Free Webinar: "Join our webinar to learn about sustainable living and make a difference." - Take a Quick Quiz: "Find your perfect skincare product match with our quick quiz." Each of these examples gently encourages customers to engage further without feeling overwhelmed. They're customer-centric and guide the customer through their journey. In the StoryBrand framework, we identify what's at stake by understanding the customer's problem and amplifying its consequences. This helps paint a picture of the promised land – what success looks like once you've helped them solve the problem. But before we get there, we need to help our hero (the customer) imagine what success looks like. Your goal is to help your client envision the success they can achieve by working with your business. Both imagining success and failure should be prominently featured on your website, motivating customers to take action. Transform Your Sales Approach with StoryBrand: A Step-by-Step Guide 1. Develop a Strong Foundation Train your sales team using the BrandScript framework, creating scripts and materials that reflect your brand's story. 2. Ensure Consistent Messaging Embed the BrandScript into your sales processes to guide customers through their journey. 3. Monitor Progress Review customer feedback, analytics, and insights to refine your approach as needed. 4. Guide Customers with Transitional Calls to Action Offer lower-commitment CTAs like free guides or webinars that align with the BrandScript. 5. Leverage Professional Guidance Implementing StoryBrand is a continuous effort; consider seeking guidance to maintain clear, consistent messaging. This comprehensive guide helps businesses develop a powerful narrative that resonates with their target audience and sets them apart in a crowded market. Based on Donald Miller's book "Building a StoryBrand," this resource provides: 1. A focused content strategy for effective communication. 2. A framework for creating a compelling brand story. 3. Easy-to-use tools for building your StoryBrand. Download the Story Brand worksheet at MyStoryBrand.com and start transforming your sales approach today!